

POLK COUNTY OBSERVER


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RESOLVED
THAT WHEN ANYONE REACHES
THE TOP OF THE LADDER IT MEANS
HE IS A SUCCESS. SOME PEOPLE
ARE FOOLISH ENOUGH TO THINK
THAT SUCCESS IS AN ACCIDENT.
OF COURSE IT IS NOT. SUCCESS
IS THE RESULT OF HARD WORK
AND GIVING PEOPLE SOMETHING
FOR THEIR MONEY. WHICH
PROVES THAT HONESTY
IS THE BEST POLICY IF
YOU WANT TO DRESS
GO WHERE THEY HAVE
MADE A SUCCESS AT
DRESSING PEOPLE—AND
DRESSING THEM WELL AND
CHEAPLY.
BUSTER BROWN.
R. F. Outcault



MURDER THEORY IS ADVANCED BY BROTHER

**MAX NIEPEL THINKS SUPPOSED
SUICIDE OF RELATIVE IS
IN REALITY FOUL
PLAY.**

HAD LARGE SUM OF MONEY

New York Man Wants Investigation
of Death of Paul Niepel in Woods
Near Bala; Coroner Chapman
Clings to Suicide Idea; Murder
Theory Untenable.

Expressing the belief that his brother, Paul Niepel, whose death body was found in a lonely piece of woodland near Bala about two weeks ago, had not committed suicide, and intimating that he had been murdered, Max Niepel, of Dolgeville, N. Y., has written Coroner R. L. Chapman of Dallas, asking an investigation.

In his letter Niepel says that his brother had a large sum of money and valuables in his possession, including a suit case. He also says that the dead man was planning a visit to his relatives in Dolgeville, where his brother and aged mother reside, and uses this as an additional foundation upon which to base his murder theory.

Clings to Suicide Idea.

Coroner Chapman takes a different view of the affair from that advanced by the New York Niepel. He believes that the man made way with himself by his own hand and that no other person or persons had a hand in his end.

All indications point to suicide," said Mr. Chapman Saturday. "The mere fact that the man died from a bullet wound fired inside the mouth entirely disproves the murder theory, in my judgment. No valuables were found on the body, and if the dead man had any such possessions, they have not been discovered. There is not one chance in a thousand that the dead man died any other way than by his own hand. If I thought otherwise I would certainly institute an investigation. Under the circumstances the county has no money to delve into the matter further and, if the dead man's brother wants the matter looked into in all its details, the thing for him to do is to hire detectives and probe the affair in its entirety."

Mystery Shrouds Death.

There is considerable mystery surrounding the death of the man, but little is known of him in the locality where his remains were discovered, and there were no indications of a struggle where the dead man lay. He was not seen with any companions and it is the belief of the authorities that Niepel, for some still unaccountable reason, in a fit of despondency or temporary insanity, sought out the lonely spot and ended his earthly career with a bullet in his brain. It is admitted, of course, that if Niepel had a large sum of money in his possession just previous to his disappearance, the absence of any valuables on his body would tend to confirm the murder theory, but there is no indication that he possessed funds, and nobody can be found to either confirm or deny this possibility.

First clue to the identification of the dead man came from a former companion in Portland, who said that he had been on a camping trip with him a few weeks previously, but he did not say anything about Niepel's financial condition. It is possible, however, say the authorities that the Portland man may know more about Niepel than he has yet told, and it appears that if further information is to come it must be through him.

Coroner Kept Busy.

Coroner Chapman declares that he has been kept busy since the news of the finding of an unidentified body was first sent out from this city. He says he is daily the recipient of letters from all portions of the country from relatives of men who have mysteriously disappeared, asking for a description of the dead man. Soon after the body was brought to the morgue here, Coroner Chapman had a photograph of the features taken and sent it to all inquirers he sent a copy of this likeness. But the complete identification of the remains by means of the Portland man above mentioned, and the further description wired from his brother in New York, leaves no doubt as to his identity.

The remains will be buried here, following instructions from New York relatives.

TO OPEN TILLAMOOK ROAD
Southern Pacific Line to Coast Soon
to Be Put in Operation.

October 1 has been set finally as the date for the opening of the new Southern Pacific line to Tillamook and adjoining sections of the coast country. A portion of the new road is already in operation, but on that date trains will be run from one end of the line to the other, and regular service will be established.

Brooks' Comet.

Brooks' comet—discovered at Geneva, N. Y., on July 20, by a veteran observer of such bodies—is approaching the sun and will be in perihelion on October 27, according to the Scientific American. During the early part of September it will be fairly near the earth (some thirty million miles away) and will be high in the northern sky and above the horizon most of the night, during which time it will be favorably located for observation and may be even visible to the naked eye.

NEW GRIDIRON SQUAD LOOKS GOOD TO COACH

New Material at O. A. C. Promises
Formidable Line-Up,
Says Expert.

OREGON AGRICULTURAL COLLEGE, Corvallis, Sept. 19.—"Although we have lost half of last year's squad, we are getting so much new material that I feel certain of a good team," said S. M. Dolan, football coach at O. A. C., discussing the prospects of the coming season.

The line-up will be almost entirely new, Dunn, Tyeer, Huntley, Keek, and Loosely being missing. Though Huntley, the big halfback captain, and Euberg, linebacker, graduated in June, they may be back for post-graduate work, and thus available.

Among the large number of new students who have already signified their intentions of taking work at the college this year are many athletic stars from Eastern institutions as well as from Coast high schools. Scott, star halfback for the Oak Park high school, Chicago, and Golden, a speedy half from Chicago; Christian, a Kentucky athlete; and Bryan, a quarter from the Catholic young men's club at Portland, are among these. Other new recruits are Shaw, of Aberdeen, Childrens, of Medford, Day of Portland, and Sifert, all-academic star of Los Angeles.

Last year's class teams will also yield good material, including McBride, Ingram, McKenzie, and Sifton. The biggest problem is to find a punter to take the place of Keek and Wolff, who finished their work last June.

The game schedule for the season has not been completed, but it has been arranged that the opening game, between the alumni and students, will be played on the campus shortly after the opening of school, and the first conference contest, that with the University of Washington, at Seattle on November 4. The game with Washington State College, November 11, at Pullman, and that with Willamette University, November 18, also on the home field. The Whitman game at Walla Walla will be November 30, and there may be a game also with Idaho at Moscow, and with the Multnomah club at Portland.

WEDDING SUNDAY NIGHT

Miss McDeena Butz and Mr. T. Grover McDonald Married at Home of Bride's Parents.

One of the prettiest and most charming weddings of the season occurred Sunday evening, September 17, at the suburban home of Mr. and Mrs. H. S. Butz, when their only daughter, Miss McDeena Lucetta Butz, was united in marriage to Mr. T. Grover McDonald. Immediately preceding the ceremony, Miss Pearl Owens, of Portland, sang very sweetly "Oh, Promise Me." Promptly at 7:30 o'clock, the bridal party proceeded to the parlor to the strains of the wedding march, played by Mr. William Caldwell, who placed beneath a bell of white asters suspended from a beautiful floral arch, where the impressive ceremony was read by Rev. Leon L. Myers, minister of the Church of Christ.

The bride was charmingly gowned in a costume of cream satin, with white veil, and carried a bouquet of white carnations, which was afterward caught by Miss Pearl Owens and Miss Ruth Nunn. The bride was attended by her cousin, Miss Norma Holman, who was gowned in blue tulle. The groom was attended by his brother, Mr. Will McDonald, of Portland.

Floral Decorations.

The parlors were artistically decorated in white asters and ivy, with streamers of white satin ribbon. The dining room was trimmed with pink and lavender asters and ferns. Mr. and Mrs. McDonald were the recipients of many beautiful and costly gifts.

The bride is a graduate of the Dallas high school, and is an accomplished musician, having graduated from the musical course at Dallas College last June. The groom is the youngest son of Mr. and Mrs. James McDonald, prominent residents of Bowersville. He served in the United States navy, and is a member of the Oregon National Guard. Mr. and Mrs. McDonald left Monday by the way of Salem for a brief honeymoon trip to Portland. They were accompanied by Mr. and Mrs. Ben Evans, of Portland.

Guests Present.

Those present were: Mr. and Mrs. James McDonald, Mr. and Mrs. W. Miller, Mr. and Mrs. W. P. Miller, and family, Mr. and Mrs. Frank Holman and family, Mr. and Mrs. James Brown, Rev. and Mrs. Leon L. Myers, Mr. and Mrs. H. S. Butz, Miss Addie Boydston, the Misses Julia and Ruth Nunn, Miss Norma Holman, Miss Ruth Miller, Miss Pearl Owens, Mr. William Caldwell, Mr. Robert VanOrsdel, Mr. Roland Holman, Mr. Harold Miller, George and Elmer Butz.

The out-of-town guests were: The Misses Emma and Amelia Peterson, of Salem, Mr. and Mrs. Ben Evans, Mr. Will McDonald, Miss Pearl Owens, Ira and Earl Kollenborn, of Portland; Mr. Curtis Housner, of Newberg.

Former Editor Here.

E. J. Kaiser, formerly editor and proprietor of the Valley Record, published at Ashland, Oregon, was in Dallas Friday, accompanied by his sister, Miss Kaiser, on their way to Mouthout to visit the Normal faculty. Mr. Kaiser recently disposed of his paper, which he established 24 years ago in the Southern Oregon city, and he retired from the business on account of a nervous disorder which was greatly aggravated by too close confinement to the office.

ANGORA MEN WANT TO MEET IN JANUARY

DALLAS BUSINESS MEN WILL
BE GIVEN OPPORTUNITY
TO EXPRESS CHOICE
OF DATE.

ASSESSMENT OF EXPENSES

Special Display of Manufactured
Mohair Products to Be on Exhibi-
tion, Besides Many Other Features
of Interest to the Industry in This
Country.

Having decided to hold its next annual show in this city, the next point for the Angora Goat association to determine is the date. At the meeting last week, it was thought that Wednesday, Thursday and Friday of the first week in January would be the most desirable time for the breeders. In order to ascertain the wishes of the Dallas business men on the subject, a committee was appointed to take the question up with them. The committee consists of U. S. Grant, Chester Guthrie, of this city, and Secretary McDonald, of Portland.

An assessment of \$1 per member was made to aid in paying the expenses of the show, in addition to the amount that is to be furnished by the Commercial club. The membership now totals 125.

Special Exhibits.

At the annual business meeting an election of officers will be held here also. Mr. Grant is endeavoring to get the Sanford Mohair Mills, of Sanford, New York, to make an exhibit of their manufactured mohair products, and various other special displays will be obtained.

The selection of Dallas for the place of holding the show was made in the face of strong pleas on behalf of Oakland, Silverton and Salem, but Dallas won out as a result of her natural advantages and the earnest backing of G. W. McBee and Mr. Grant.

COMES NOW THE CIRCUS

Big Street Parade and Two Performances to Be Given.

Advance Agent William K. Peck was in town Saturday to make arrangements for the only real wild animal show in the world to give two performances here on Thursday, September 28. In a few days the second publicity car will arrive and further advertise this peerless attraction. It is not the old-time circus with its many tiresome aerial acts, but the biggest and best wild animal show which has ever visited this vicinity. Every animal known to the kingdom of wild beasts performing feats which fall little short of the impossible. To gain some idea of the enormity, it takes twenty extra tough cars to convey them around the country, and acres of canvas to house them; 300 wild and domestic animals, 200 employees, three arenas in the big-top, the center of which contains a mammoth steel arena, where all the wild animal acts take place, scores of brilliantly decorated wagons for the street parade and the greatest show, both an educational and amusement value, known to the amusement lovers of the country.

Through the personal supervision of Mr. Barnes, the show is conducted upon the most refined and courteous principles, with the one thought for the safety of the ladies and children. Mr. Peck states that those who are fond of the best amusement and a show which has been called by the press of America as the most spectacular and thrilling in the world, should not miss this opportunity. There will be two performances, afternoon and evening, with a monster parade at 10 a. m.

SALEM & FALLS CITY FIGURES
Report Shows That Local Road Is
Making Money.

SALEM, Sept. 19.—According to the annual report received by the State Railway Commission, from the railways of the state of Oregon, the Astoria & Columbia River has a gross corporate income of \$236,663, with a net corporate income of \$90,328. The Salem, Falls City & Western shows operating revenues totaling \$153,310, with operating expenses of \$91,603. The net operating revenues according to the report are \$61,707.

NOTES FROM FREE LIBRARY

New Additions Made to Free List.
New Books in Collection.

The following books have been taken from the rental list and placed in free circulation:
Bensley's Christmas Party—Tarkington.
The Day of Souls—Jackson.
The Wistful Years—Gibson.
Masters of the Vineyard—Reed.
Wheels of Time—Bareilly.

Famous American Composers—Hughes.
Modern Composers of Europe—Elison.
The Madonna in Art—Harril.
Music in Art—Ermis.
Classic Myths in Art—Addison.
Flowers and Gardens of Japan—DuCane.

Rental Books.
The Winning of Barbara Worth—Wright.
The Claw—Stockley.

COMING EVENTS.

Dallas Commercial club meeting in court house Wednesday evening, September 20.
Methodist Episcopal annual conference, Salem, September 20-25.
Dallas, Falls City and principal public schools of the county open for year's work Monday, September 25.
Dallas College opens Wednesday, September 27.

DALLAS LOSES ANOTHER CHARMING YOUNG LADY

Miss Ruby Fiske Becomes Bride of
Mr. Floyd C. Meyer, of
Tacoma.

Another name was added to the long list of popular young ladies of Dallas who have married and taken up their residence elsewhere during the past few months, when Miss Ruby Fiske, daughter of Captain and Mrs. V. P. Fiske, became the bride of Mr. Floyd C. Meyer, of Tacoma. The wedding took place Sunday, September 17, in Portland, at the parsonage of the Taylor Street Methodist Episcopal church. The ceremony was performed by Rev. Benjamin E. Young, the pastor, in the presence of a few of the immediate relatives of the couple. Shortly afterward Mr. and Mrs. Meyer departed for Tacoma, where they will reside. Mrs. V. P. Fiske, mother of the bride, and her daughters, Misses Buena and Georgiana, were in attendance.

The bride is one of Dallas' best-known and most charming girls, and for a number of months has been a member of the clerical force in the postoffice. The groom is a former Dallas boy of ability and energy, and is the son of Mr. and Mrs. Frank E. Meyer, of Smithfield. He is now in the service of the Northern Pacific terminal company at Tacoma, and was at one time an instructor in the Government Indian service.

FOR GREATER SAFETY

Assistant General Manager Hinshaw
Has Crossing Guard Installed at
Intersection of Lines.

The necessity of safety in the transportation of passengers is constantly assuming greater importance in the minds of those in authority over the railroads of the country. Safety appliances of every kind, designed to overcome the fallibility of even the most careful operatives are welcomed and eagerly tried. The possibility of collision at the crossing of two roads is great, and the Eastern lines have adopted various devices to prevent it.

Acting on the theory that prevention is better than cure, Assistant General Manager H. A. Hinshaw, of the Salem, Falls City & Western railway, has just installed a crossing guard at the intersection of his line and the Southern Pacific line east of this city. It consists of a horizontal arm locked in position across the track. In order to make the crossing all Salem, Falls City & Western crews will be compelled to bring their trains to a full stop and unlock the gate before they can proceed. This will compel caution and will eliminate failure to comply with the time-honored rule, "come to a full stop."

WILL REDUCE FREIGHT RATES

Opening of Canal Means Much For
Pacific Northwest.

Great benefits to the Pacific Northwest will follow the opening of the Panama Canal, according to Bernard N. Baker, retired steamship owner, who is visiting in Portland. Reductions of one-third and one-half in freight rates are predicted on shipments to and from the Atlantic Coast cities.

FORMER DALLAS RESIDENT

Death of Mrs. P. H. Zipp in Portland
Friday.

Mrs. Elizabeth Farrington Zipp, until a few weeks ago a resident of this city, died at her home in Portland last Friday, of tuberculosis, aged 24 years. The funeral was held Sunday at Holman's undertaking parlors in Portland, and was attended by several friends from this city.

Mrs. Zipp was the wife of P. H. Zipp, construction superintendent in charge of the spring improvement made here this spring by the Oregon Power company. Upon completion of the work they removed to Lebanon, where he has directed similar work for the company. A short time ago they went to Portland, where Mr. Zipp had entered the employ of the Portland Cement company, at Oswego.

WILL MANAGE DALLAS HOTEL

Henry Muscott Expected to Take
Charge November 1.

The Dallas Hotel, on the corner of Church and Mill streets, is to be under the management of Henry Muscott after October 30. The lease of the present tenants will expire on that date. Mr. Muscott has been in the railroad service for a number of years, but desires to retire to a less strenuous life.

The hotel building is to be renovated throughout and is to be practically refurnished and otherwise improved.

Finds Employment in Dallas.

A. B. Rottemund, at present in the employ of J. D. Lamer, will leave here soon. He will go to Dallas, where he has accepted a position in a drug store recently opened there.—Tillamook Herald.

BOARD ADOPTS NEW EDUCATIONAL SCHEME

**SUPERINTENDENT SEYMOUR
EVOLVES ORIGINAL PLAN
FOR STANDARDIZING
POLK SCHOOLS.**

TO STIMULATE ADVANCEMENT

Night Meetings to Be Held in Each
District During the Coming School
Year—School Officers to Convene
Here in Annual Meeting, in De-
cember.

A system of certifying the schools of Polk county was adopted at the meeting of the county educational board held in the court house Monday, which is expected to create an impetus in educational work during the coming year. The idea is original with Superintendent Seymour, and will be tried here for the first time in the state. The board was well pleased with the scheme, and it is thought that it will be of great benefit in promoting the effectiveness of every school in the county. Schools are to be graded upon a basis of 11 points, as shown below. As fast as the required percentage is attained on any point a star will be given by the superintendent's office for the point won and will be placed on the certificate which is to be issued. At the close of the year a pennant is to be given to each school winning all points and having an average of 95 per cent attendance. The requirements are:

Basis of Grading.
School house—Proper lighting and ventilation.
School room—Attractive interior appearance.
Pictures—One new one to be obtained during the year.
Drinking water—Fountain or tank and individual cups.
Outbuildings—Sanitation.
Walks—Number and condition.
Grounds—Drainage, appearance, at least one flower bed.
Spelling books—Every pupil must be entered.
Discipline—Good order at all times.
Thorough work—Required on the part of both teacher and pupils.
Attendance—Must average 95 per cent for the year.

Night Meetings Planned.

The board has planned to hold a night meeting in each of the school districts during the year. This will be in addition to the sectional meetings held last year, and which will be continued again this year. At these meetings it is expected that some member of the board, and either the superintendent or supervisor will be present to assist. Patrons will be urged to attend, and school matters of interest to the community will be discussed.

Each member of the educational board will be expected to look after the school affairs in his part of the county as far as possible.

It was decided to hold the annual school officers' meeting in the court house in this city December 2, at which every district in the county is supposed to be represented. The chairman of the district board of directors is the delegate by virtue of his office. Should he not be able to attend he is supposed to send a proxy. Last year the meeting was held in October, but it is thought that date was too early.

President T. W. Brunk, G. W. Meyer and George A. Wells were present. Ira C. Mehring, the other member of the board, is visiting in Ohio.

Arrested on Suspicion.

A. J. Pender, working in a hopyard near Independence, was arrested Friday on suspicion of being concerned in the murder of Mrs. Daisy Wehrman and her three-year-old son near Seapooose, September 4. Pender stoutly maintains his innocence, but the authorities so far found requires that he be kept under lock and key until further developments. He was taken to St. Helens, the county seat of Columbia county.

Baby Dies.

The three-months old daughter of Mr. and Mrs. John Neufeld died at the family home near Polk Station last Thursday, of cholera infantum, and was buried Friday. The baby was one of a pair of twins. It is stated that the remaining twin is seriously ill.

Wool Growers to Meet.

The annual convention of the Oregon Wool Growers' association will be held in Baker November 14 and 15. Problems that confront the woolmen will be taken up and discussed and the tariff will be one of the leading features of general interest.

Spoils Hay and Grain.

The rains have caused considerable damage to unstacked hay and grain, much of the former has moulded in the cocks and the latter is said to have sprouted in the sheaves. Hay picking has also been greatly interfered with, and what picking has been done has been between showers.—Sheridan Sun.

O. A. C. GRADUATES GET BEST OF APPOINTMENTS

College Boys Receive Recognition
at Home and Abroad This
Year.

OREGON AGRICULTURAL COLLEGE, Corvallis, Sept. 19.—The big demand for college graduates in all sorts of positions is well indicated by the number of O. A. C. men who have been called to important posts since leaving college. Max Adams McCall, of Seio, 70, who has been teaching agriculture and manual training in a high school at Davenport, Wash., has been made assistant in agronomy at his alma mater, succeeding Henry A. Hoyt, of Garrettsford, Pa., who goes to the University of Arizona for similar work.

E. C. Callaway, of Spokane, Wash., who got his master's degree in the pharmacy department last June, is the new city milk chemist of Portland. Hugh McCall, a former student at the college, has gone to the position of cashier of the Cove State Bank from the LaGrande National Bank.

O. L. Lance, another O. A. C. boy, is now president of a stock company for the manufacture of a new improved railroad switch, which can be operated from the engine, thus promising prevention of many switch wrecks and saving time and expense.

John Quincy Adams, of Shelbyville, Wis., who graduated last June, is manager and superintendent of Mackintosh Manor, Superior, Mont., a large fruit ranch, at an excellent salary. Otto Elmer, of Mulino, is supervisor of a 120-acre tract of fruit land at Wren. With A. F. Lafty, of Salem, he was employed this summer on government work in pre-cooling.

H. E. Walberg, of Lents, and S. B. Hall, of Cleone, will teach agriculture in high schools at Los Angeles, Cal., and Raymond Loosely, of Ft. Klamath, will do likewise at Ferndale, Cal. F. L. Griffin, of Canby, will be at Boise, Idaho, in the same work, and Laura Hill-Griffin at Payette, Idaho.

CONFERENCE THIS WEEK

Local Methodists to Attend Annual
Meeting, Which Is To Convene in
Salem Tomorrow.

The annual conference of the Methodist Episcopal church will convene in Salem tomorrow morning and will continue until Monday of next week. The ministerial appointments for the coming year will be announced on the final day of the session.

Rev. George F. Hopkins, pastor of the Dallas church, is chairman of the educational anniversary meeting, to be held next Sunday evening, and will deliver a sermon in one of the churches of Salem during the day.

W. P. Miller and C. P. Graves will attend from this city as lay delegate and alternate, respectively, and with A. S. Campbell will also attend the Laymen's association.

Rev. and Mrs. Hopkins, Mrs. F. H. Morrison, superintendent of the local Sunday school, Miss May Shelton, Mr. Graves and Mrs. Miller will attend the banquet to be given Friday evening in Eaton Hall.

TWO PASSENGER TRAINS HAVE SCHEDULE CHANGED

New Schedule on Dallas-Portland
Line Put Into Effect Here
Last Sunday.

A new time card went into effect on the Dallas-Portland branch of the Southern Pacific last Sunday, which makes a change in the time of two of the passenger trains. No. 77, the morning train from Portland, will arrive here at 11 a. m., or ten minutes earlier. Departing for Portland in the afternoon, No. 76 now leaves at 2:35, which is ten minutes later than formerly. No. 77 leaves Portland at 7:40 a. m., while No. 76 arrives there at 6:05 p. m.

GOAT SHIPMENTS SCATTERED

U. S. Grant Sends Angora Bucks to
Four States.

The demand for Polk's "blue ribbon" stock continues, and scarcely a week goes by that an order does not come from a distant point for some kind of pedigreed animal from among the herds and flocks of this county. Within the week, U. S. Grant, the Angora goat breeder, has shipped out eight of his fine bucks to buyers who realize that this is the center of the Angora industry. The shipments were destined to the following places: Yoncalla, Oreg.; 1; Sonora, Texas; 2; Avis, New Mexico; 3; Bismarck, California; 1; Saugger, Colorado, 1.

**ROYAL
BAKING POWDER**
Absolutely Pure
The only Baking Powder made
from Royal Grape Cream of Tartar
NO ALUM, NO LIME PHOSPHATE

YOU HAVE BEEN SEEING US CLIMB. WE OURSELVES HAVE MADE THE ROUNDS TO THE LADDER OF OUR SUCCESS. OF WHAT? BUYING GOOD GOODS; SELLING GOOD GOODS AT ONLY REASONABLE PROFITS; DEALING SQUARELY—SERVING ALL CUSTOMERS THE SAME PRICE—STANDING BEHIND EVERYTHING WE SELL; TREATING OUR PATRONS WITH COURTESY; AND, AS YOU KNOW, BY ATTENDING TO OUR BUSINESS AND CARRYING THE STOCK. GOOD INTENTIONS COME ONLY OUT OF THE HEAD; GOOD GOODS MUST COME OUT OF A GOOD STORE THAT IS ABLE TO GET GOOD GOODS. WE ENJOY OUR BUSINESS. ACTIVITY PROGRESS IS ENJOYABLE. WE ARE BUSINESS MEN, PROUD OF OUR PROFESSION. WE MAKE A PROFESSION OF OUR BUSINESS. A PROFESSIONAL MAN IS A MAN ESPECIALLY SKILLED IN WHAT HE DOES. WE HAVE MADE A STUDY OF DRESSING PEOPLE; THIS IS OUR PROFESSION. AND THIS IS OUR CONFESSION.

Dallas Mercantile Co.

The Sign of Salesmanship

Half of salesmanship is enthusiasm.

The merchant who advertises with an Electric Sign tells the world that he is enthusiastic about his store.

The Electric Sign drives home this message and drives it hard.

It is the best and liveliest expression of enthusiasm that you can find at any price.

Get a sign that stands for YOUR business and none other.

Our New Business Department will originate a special design for YOU.

Oregon Power Company
Telephone 24

**The Electric Sign is
The Sign of Salesmanship**

Open Season For Trout Fishing Now Here

Long recognized as Fishermen's Headquarters for Polk County, we are better than ever prepared to supply your needs.

**Rods, Lines, Reels, Leaders
and the Best Flies on Earth**

Baskets to carry the fish in when you catch them

W. R. Ellis' Confectionery

DALLAS' POPULAR GROCERY

We carry the famous DIAMOND-W brand of Extracts, Spices, Coffee, Tea and Canned goods. Fresh bread daily. The very best of fruits and vegetables can always be found at our store.

Monton & Scott Dallas, Oregon